

## ABSTRACT OF THE DISCLOSURE

A point-of-purchase ("POP") display employing RFID (Radio Frequency Identification) technology for inventory control is provided. The POP is preferably fabricated from paper, paperboard and/or corrugated paperboard material, and incorporates one or more shelves and/or cover layers. An RF antenna structure is applied to the surfaces of, or built into, the one or more shelves and/or cover layers. Suitable RF transmitter/receiver circuitry may also be built into the POP, or the POP may simply have suitable connections built in, to permit such transceiver apparatus to be plugged into the POP. The transceiver circuitry is connected in any suitable manner to an inventory control computer, such as the retail store's computer. Each article that is to be displayed in the POP is provided with an RFID tag. Removal of an article from the POP, results in a signal being transmitted to the inventory control computer, corresponding to the removal of the article from the POP, and corresponding adjustment of the inventory records in the inventory control computer.